



2017 FLAGSHIP PRESIDENTS *Gathering*

The Billy Graham Training Center at The Cove

Asheville, NC

Thursday, June 1

- 3:00 **Check-in begins at The Cove | www.thecove.org**
1 Porters Cove Rd., Asheville, NC 28805 | 800.950.2092
- 6:00 **Opening Dinner as a group at The Cove Dining Room**
- Personal introductions
 - Institutional updates
 - Attire—Business Casual

Friday, June 2 — All Sessions to be held in the Training Center, Room #304

- 8:00 Breakfast as a group at the Cove Dining Room
- 8:45 **Session One — The Secrets of Spherical Branding**
Jon Lee, The Richards Group
- What is your institutional brand; what business are you in?
 - What is your value proposition; the promise you make?
 - What is your brand potential
- 10:15 Refreshment Break
- 10:45 **Session Two — The Spherical Branding of ABHE**
Jon Lee
- What is the core business of ABHE; our movement brand?
 - What is our value proposition?
 - Where should we go? How can we get there?
- 12:30 Lunch — The Cove Dining Room
- 1:30 - 2:15 **Session Three — The Way Forward, Models for Partnerships & Collaboration**
Peter Teague, President, Lancaster Bible College
- The stark reality of viability challenges facing Bible colleges
 - The risks and rewards of rethinking the structural options
 - How can we position well-run institutions for movement impact
- 2:15 - 3:00 Group Discussion
- 3:00 Refreshment Break
- 3:30 - 4:15 **Session Four — Essential Elements of an Effective Board**
Jim Barnes, President Emeritus, Indiana Wesleyan University
- Strong boards & strong institutions; a 1:1 correlation
 - Highly effective boards — A greater-than-ever need
 - Best practices; practical tips
- 4:15 - 5:00 Group Discussion
- 6:00 **Dinner — Historic Grove Park Inn**
290 Macon Avenue, Asheville, NC 28804 - MASA meeting room overlooking the terrace
Attire — Business casual

Saturday, June 3

- 8:00 Breakfast at The Cove Dining Room
- 9:00 **Session Five — Mission Focus vs Mission Drift**
D. Bruce Lockerbie, PAIDEA
- The historical distinctives of the Bible college movement
 - Making the case; why do we exist in the higher ed space?
 - Telling signs of serious mission drift
- 10:00 Break
- 10:30 **Gathering take-aways & action items**
- 11:30 Gathering adjourned & hotel check-out
- 12:30 Closing Lunch at The Cove Dining Room

